

CONTRACT



www.wxyz.com

WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
(248)827-7777

And:

New Media Firm
1322 G Street SE
Washington, DC 20003

<u>Contract / Revision</u> 305674 /		<u>Alt Order #</u>
<u>Product</u> MI Quality Homecare Initiative		
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Estimate #</u> 1539 Week 3	
<u>Advertiser</u> MI Quality Homecare Initiative		<u>Original Date / Revision</u> 07/24/12 / 07/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WXYZ	<u>Account Executive</u> Dave Lombardo	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 14019	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 2		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WXYZ	10/16/12	10/22/12	7 Action News This Morning	430a-5a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-1111--				4	\$150.00			
	Week:	10/22/12	10/28/12	1-----				1	\$150.00			
N 2	WXYZ	10/16/12	10/22/12	5am News M-F	5-6am M-F		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-1111--				4	\$400.00			
	Week:	10/22/12	10/28/12	1-----				1	\$400.00			
N 3	WXYZ	10/16/12	10/22/12	M-F 7-9am	7-9am M-F		:30			NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-2222--				8	\$900.00			
	Week:	10/22/12	10/28/12	2-----				2	\$900.00			
N 4	WXYZ	10/20/12	10/20/12	Action News SAT 6am	SAT 6-7am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S-				1	\$250.00			
N 5	WXYZ	10/20/12	10/20/12	GMA SAT 7-8am	SAT 7-8am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S-				1	\$350.00			
N 6	WXYZ	10/20/12	10/20/12	Action News SAT 8am	SAT 8-9am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S-				1	\$350.00			
N 7	WXYZ	10/21/12	10/21/12	GMA SUN 7-8am	SUN 7-8am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$350.00			
N 8	WXYZ	10/21/12	10/21/12	Action News SUN 8am	Sun 8-930am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$350.00			
N 9	WXYZ	10/16/12	10/22/12	M-F 9a-10a	9-10am M-F		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-1111--				4	\$500.00			

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<u>Advertiser</u> MI Quality Homecare Initi		<u>Original Date / Revision</u> 07/24/12 / 07/24/12

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											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$500.00			
N 10	WXYZ	10/16/12	10/22/12	M-F 10a-11a	10-11am M-F		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$400.00			
Week:		10/22/12	10/28/12	1-----				1	\$400.00			
N 11	WXYZ	10/16/12	10/22/12	12n-1p	12-1pm M-F		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$500.00			
Week:		10/22/12	10/28/12	1-----				1	\$500.00			
N 12	WXYZ	10/16/12	10/22/12	Dr. Oz	4-5pm M-F		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-1---				2	\$900.00			
Week:		10/22/12	10/28/12	1-----				1	\$900.00			
N 13	WXYZ	10/16/12	10/22/12	5-6pm M-F	5-6pm M-F		:30			NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$1,000.00			
Week:		10/22/12	10/28/12	1-----				1	\$1,000.00			
N 14	WXYZ	10/16/12	10/22/12	6-630pm M-F	6-630pm M-F		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$1,200.00			
Week:		10/22/12	10/28/12	1-----				1	\$1,200.00			
N 15	WXYZ	10/16/12	10/22/12	M-F 7-730p	7-730pm M-F		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$1,200.00			
Week:		10/22/12	10/28/12	1-----				1	\$1,200.00			
N 16	WXYZ	10/20/12	10/20/12	Sat 7-8pm	7-8pm Sat		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,000.00			
N 17	WXYZ	10/21/12	10/21/12	Su 6-630p	6-630pm Sun		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$750.00			
N 18	WXYZ	10/17/12	10/19/12	M-F 730-8pm	730-8pm M-F		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1-1--				2	\$1,800.00			
N 19	WXYZ	10/16/12	10/22/12	11pm Action News Update	11-1135pm M-Sun		:30			NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-1-1-				3	\$2,000.00			
Week:		10/22/12	10/28/12	1-----				1	\$2,000.00			
N 20	WXYZ	10/16/12	10/22/12	Nightline	1135pm-1205am M		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$750.00			
Week:		10/22/12	10/28/12	1-----				1	\$750.00			
N 21	WXYZ	10/16/12	10/22/12	Jimmy Kimmel Live	1205am-105am M-		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$250.00			
Week:		10/22/12	10/28/12	1-----				1	\$250.00			

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											Spots	Amount
N 22	WXYZ	10/16/12	10/22/12	M-F 106a-206a	106am-206am		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$150.00			
Week:		10/22/12	10/28/12	1-----				1	\$150.00			
N 23	WXYZ	10/20/12	10/20/12	SA Greys	1130pm-1230am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$250.00			
N 24	WXYZ	10/21/12	10/21/12	SU 1130p-12a	1130pm-12am		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$550.00			
N 25	WXYZ	10/22/12	10/22/12	MO 8-10pm Dancing	8-10p		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$10,000.00			
N 26	WXYZ	10/16/12	10/16/12	Private Practice	10-11pm Tuesday		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$5,000.00			
N 27	WXYZ	10/18/12	10/18/12	Last Resort	8-9pm Thursday		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$4,000.00			
N 28	WXYZ	10/19/12	10/19/12	Shark Tank	8-9pm Friday		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$2,000.00			
N 29	WXYZ	10/20/12	10/20/12	ABC's Saturday Night Footba	SA 8pm-1130pm		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$3,000.00			
N 30	WXYZ	10/21/12	10/21/12	AFHV	7-8pm Sunday		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$3,000.00			
N 31	WXYZ	10/21/12	10/21/12	Action News SUN 6am	SUN 6-7am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$250.00			
N 32	WXYZ	10/16/12	10/22/12	M-F 11a-12n	11am-12pm M-F		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$750.00			
Week:		10/22/12	10/28/12	1-----				1	\$750.00			
N 33	WXYZ	10/20/12	10/20/12	SA Unit	1am-2am		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$175.00			
N 34	WXYZ	10/21/12	10/21/12	SU 12a-1a	12am-1am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$250.00			
N 35	WXYZ	10/17/12	10/17/12	Middle/Suburgatory	8-9pm Wednesday		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$4,500.00			
Totals											98	\$95,925.00

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<hr/>												
<u>Time Period</u>		<u># of Spots</u>		<u>Gross Amount</u>		<u>Net Amount</u>						
10/01/12 - 10/22/12		98		\$95,925.00		\$81,536.25						
Totals		98		\$95,925.00		\$81,536.25						

Signature: _____ **Date:** _____

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